

For Immediate Release

The Newest Gateway to Newsroom Video Editing Human Circuit's Media Management Tool '451'

Energized 'Super Productivity' Using Adobe Premiere Pro

GAITHERSBURG, MD. (February 7, 2012)—Human Circuit announced today that the television broadcast newsroom editing experience just got energized by its new integrated workflow media management tool that uses a MOS (Media Object Server) Gateway and ENPS with Adobe® Premiere® Pro. This new hardware and software product – released February 4th, 2012 – is simply called '451'.

Jim Hatcher, Chief Technology Officer for Human Circuit said; "What constitutes the 'super productivity' claim? As part of an ENPS newsroom, 451 provides an efficient and familiar way for newsroom editors to access media, edit content and contribute to news production". Jim went on to say; "Human Circuit (formerly Professional Products, Inc.) has been in the broadcasting industry for over 46 years so we are well acquainted with the needs in the newsroom. Adobe asked us to develop this complimentary product which led to the delivery of a new tool that will energize an already great offering - Adobe Premiere Pro."

"Adobe is committed to creating great television broadcasting solutions for customers in the newsroom. The integration with Human Circuit on 451 is the latest example of our commitment to the broadcast community," said Jim Guerard, Vice President and General Manager of Video and Audio Solutions for Adobe. "In this instance, our goal is to provide seamless integration between the hardware and our software, using open software architecture like ENPS. With Human Circuit's 451, ENPS can now be accessed from a panel within Premiere Pro – saving time, reducing error and shortening the learning curve for new users." As a result of this collaboration and new product development effort, newsrooms can now make that transition smoothly and easily.

Bruce Kaufmann, President and CEO of Human Circuit stated; "We are pleased and proud to have Adobe's validation and fortified support in our efforts to make the newsroom editing experience consistent with the needs of editors and producers. Now, more than ever, there's real pressure to quickly deliver more content across more screens and our solution enhances Adobe's video editing suite to help reduce error and to boost productivity as well as profitability across the enterprise".

Mr. Hatcher and his team of engineers were honored to develop this solution with Adobe and Hearst Television as collaborators. Joe Addalia, Director of Technology Projects for Hearst Television, Inc. stated; "What Human Circuit brought to the table was a level of expertise and know-how in getting this kind of product developed and into the newsrooms – with added service, support and sustainability. This is a concept that we've been talking about for years – it was necessary for facilitating user interaction with Adobe Premiere Pro. Human Circuit's 451 enables quicker, error-free workflow design and modification as well as efficient media management. We are currently using 451 in our WESH, Orlando studio and plan on putting it into many of our stations in the near future".

About 451: '451' hardware and software enhances the ENPS newsroom by enabling Adobe® Premiere® Pro 5.5, and higher, to be used as a newsroom editor. **451** - the first newsroom product developed by Human Circuit – is a software plug-in for Adobe Premiere Pro that allows video editors to view rundowns and see story status from within the Adobe Premiere editing suite. A **451** MOS gateway application is installed within the **451** platform to enable communication from the newsroom editors to ENPS.

Integration is quick and, in most cases, **451** can be up and operational in a few hours. Human Circuit can provide onsite integration support as well as extensive remote monitoring and troubleshooting.

About Human Circuit

Human Circuit—Formerly Professional Products, Inc.—is a 46-year-old company of proven creative thinkers and engineers who are dedicated to providing vital media and integration solutions to clients in need of advanced video, audio, data and control systems used in communications, training, broadcast, streaming, video on demand and presentation applications. With a video and IT-centric engineering core, Human Circuit designs and architects intuitive solutions that are aligned with a company's business objectives, anticipated growth and end-user needs.

Our extensive portfolio includes work for broadcast and television production studios, federal and state government entities, defense command and control centers, training facilities, distance learning centers, corporations and professional organizations, institutions of higher learning, medical and healthcare facilities and entertainment and sports venues. Please visit www.humancircuit.com for more information.

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